Julio C. Tavarez

Web Fundamentals

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Personal Cite Content

The website is focused on serving students in and around BYU-Idaho and tourists traveling to West Yellowstone. Its primary goal is to help these individuals discover various activities in the area, offering alternatives to heavily congested tourist destinations. While many students and locals are familiar with popular spots like Fact Cats, Walmart, and Broulim's in Rexburg, they often miss out on the pleasures hidden in small businesses. This site aims to promote these hidden gems in the area, whether it's the outdoor paintball arena, numerous thrift stores, or local restaurants overshadowed by big corporate names.

When users visit the website, they will be prompted to provide input on the type of activities they're interested in. This could include enjoying local cuisine, engaging in outdoor activities like hiking, trying indoor activities such as axe throwing or bowling, or exploring thrift shopping options. Once they input their preferences and the season, the site will recommend activities that suit their interests. The main page will provide a warm welcome with popular activities in the area, while hyperlinks or other pages will lead to subpages detailing outdoor activities in each season. Additionally, there will be a page dedicated to year-round activities in the area.

The primary target audience for this website is BYU-Idaho's largest tourist group: students. They contribute significantly to the local economy and are often searching for things to do. If the webpage can establish a connection with BYU-Idaho's official page to create an activities section, students will have easy access to information about local activities.

To complete this site, the following steps have been outlined:

* Exploration: Identify well-known, less known, and unknown activities and places in the area, both indoors and outdoors. This includes researching food restaurants, thrift stores, and accommodation options.
* Research and Photography: Assemble a research group responsible for writing about their own experiences at these locations and gathering insights from others. A photography group will capture images of these areas for use on the website.
* Web Development and Design: Develop the webpage with an emphasis on user-friendliness and organization.
* Advertisement: Promote the website through social media channels and potentially within the BYU-Idaho campus, subject to approval.
* Maintainability: Continuously update the website with new locations that open in the area and review the offerings of existing places. Ensure that the information provided remains accurate and up to date. Periodically refresh advertising efforts, perhaps on a semester basis, to remind people of the website's existence and the exciting places to explore.